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ABSTRACT

The directory contains information on 49 voluntary health organizations in the United States gathered from a survey by the American Public Health Association. Each organization is described in terms of name, address, telephone number, type of organization, organizational objectives, major health education activities (programs and materials), and contact. Among the organizations included are Alcoholics Anonymous World Services, Inc., American Dental Association, Epilepsy Foundation of America, Mental Health Materials Center, and National Society for the Prevention of Blindness, Inc. (CL)

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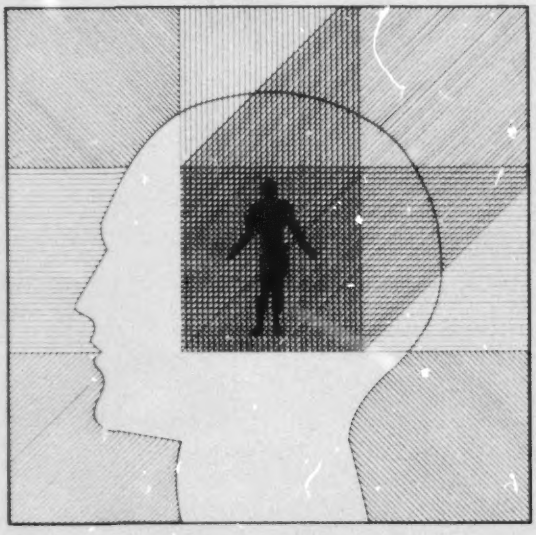

Consumer Health Education

A Directory

1975

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION
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DHEW PUBLICATION No. (HRA) 76-607

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service
Health Resources Administration
Office of Health Resources Opportunity

Introduction

The information contained in this Directory was gathered by the American Public Health Association (APHA) during a survey of the health education resources of the major voluntary health organizations in the United States. As such, it is a part of a larger health education project undertaken by APHA which is examining health education programs in ambulatory care settings with a goal of developing guidelines and models for such settings.

Neither APHA nor the Health Resources Administration has attempted to evaluate the effectiveness of the materials offered. Those using the materials will wish to undertake adequate review to assure their effectiveness for the jobs to which they are to be put.

No directory of this nature is ever all-inclusive. Some organizations who should have been included here may well have been left out inadvertently. In such cases, such groups should get in touch with APHA to arrange for inclusion in later issues of the Directory.

In this way, this Directory and later editions to come will be a useful tool in the hands of health care personnel in contact with the consumer.

Preventive health care is one of the priority goals of the new health initiatives now being discussed widely across the Nation.

The modern patient is more sophisticated about medicine and health care than ever before in our history. The "now" patient is increasingly an individual who can—just as in the days of the medical compendium on the kitchen shelf—do a great deal of health care for himself. He can be activated to a more aware, intelligent, and concerned view of his own health care. He can be motivated to be, quite literally, an assistant in his own treatment—a paramedical member of his own health care delivery team.

This Directory will summarize some of the things that have been and are being done by such nonprofit organizations as voluntary health agencies, professional groups, foundations, and citizens' associations to bring health education materials to the widest range of interested people.

It seems likely that the Directory may be something of a first effort in putting together a wide variety of sources for health education materials, and describing in some detail what it is that these materials are supposed to accomplish.

It is APHA's hope in compiling this material and HRA's hope in publishing it, that this Directory will be especially useful to health care workers at all levels.
Where prices are quoted for materials or services, these should be understood to be indicative of general price ranges. All prices are subject to change without notice.

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Name: Al-Anon Family Group Headquarters, Inc. (Al-Anon)

Address: P.O. Box 182,
Madison Square Station
New York, N.Y. 10010

Telephone: 212-475-6110

Type of Organization: Non-profit voluntary fellowship

Objectives of the Organization: The objectives of Al-Anon are to focus attention on the recognition of alcoholism as a problem of the total family in order to relieve the anxieties and frustrations that the disease may bring to the family unit and to provide information and help for the family whether or not the alcoholic seeks help or even recognizes the existence of a drinking problem.

Description of Major Health Education Activities:

I. Program

A. Public Service Spot Announcements: Spot announcements have been developed for use on local and national television and radio. Copy from these announcements is used to develop printed materials to reinforce the information which is broadcast. Their primary purpose is to let individuals know that if someone else's drinking problem is disturbing them, they can and should contact Al-Anon or Alateen (a program for teenagers who live in alcoholic family situations) for help and information.

B. Labor-Management Program: Through this activity, employee alcoholism programs are able to use Al-Anon as a resource for employees whose job performance is affected by someone else's drinking problem and for families of employees. The spot announcements are shown to employees to inform them about Al-Anon, and the copy from the spots is posted on bulletin boards or reprinted in employee newsletters. Many large corporations have given Al-Anon lists of their branch offices or plants together with the name and address of a contact in each place. Al-Anon then provides these individuals with introductory packets of labor-management materials, free samples of literature, local meeting lists, names and telephone numbers of volunteers willing and able to take employees to meetings, and other relevant information.

II. Materials

Al-Anon publishes six books, over 50 pamphlets, a monthly publication entitled "Forum", a bi-monthly Alateen newsletter, and two cartoon booklets. Many of these are available in several different languages as well as in braille and on tape for the visually handicapped.

Contact: Further information concerning Al-Anon and Alateen programs and publications can be obtained from the nearest local group or the national headquarters at the above address.

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Name: Alcoholics Anonymous World Services, Inc. (AA)

Address: Box 459
Grand Central Station
New York, N.Y. 10017

Telephone: 212-686-1100

Type of Organization: Non-profit voluntary fellowship

Objective of the Organization: The primary objective of Alcoholics Anonymous is

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to aid willing alcoholics achieve and maintain sobrietry.

Description of Major Health Education Activities:

I. Programs

A. Groups of alcoholics meet regularly and act as "therapists" for each other, sharing their common experiences of suffering and recovery from alcoholism.

B. Speakers Bureau: Volunteer members of AA are available to speak to interested groups about the AA program of recovery. The speakers also provide pamphlets describing AA.

C. Staff members located at the national office answer inquiries about AA from professional and lay persons who are interested in the organization and/or are seeking help for themselves, for friends, or for their family.

II. Materials

Alcoholics Anonymous produces over 50 publications, including pamphlets and books, which deal with recovery from the disease and provide general information concerning the organization. Materials are directed at the family, friends, and employer of the alcoholic as well as the individual himself. Selected materials are available in French, Spanish, Italian, Portuguese, Finnish, Norwegian, German, Swedish, Afrikaans, Dutch, Flemish, Hungarian, Polish, Japanese, Swahili, South Sotho, Zulu, Isixhosa, and Chinese. Prices range from $4.50 for books to as little as five cents for pamphlets. A complete listing including prices and ordering information entitled "AA Conference-Approved Literature" is available from the national office address listed above.

Contact: Further information concerning publications can be obtained from the national office address above. In most communities the AA number is listed in the local telephone directory.

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Name: American Academy of Pediatrics (AAP)

Address: 1801 Hinman Ave.
Evanston, Ill. 60204

Telephone: 312-869-4255

Type of Organization: Non-profit professional organization

Objective of the Organization: The major objective of the organization is to ensure the attainment by all children of their full potential for physical, emotional and social health by setting standards of child health care, serving as an advocate for the health needs of children, and providing a continuing education forum for child health care providers.

Description of Major Health Education Activities:

I. Programs

A. "An Ounce of Prevention," a series of thirteen 15-minute television spots on such subjects as poisoning, strep infection, prevention of tooth decay, premature infants, nutrition, ear infection, worms, hyperactivity disorders, and others, is distributed to television stations for use as public service programming. In a number of cases pediatricians are involved in local daytime follow-up program segments directed at mothers of small children.

B. Immunization Action Month is a national campaign aimed at promoting the immunization of susceptible children between the ages of one and four against mumps, measles, rubella, polio, diptheria, tetanus

and whooping cough. AAP cooperates with many other health-related organizations in promoting this program.

II. Materials

Publications on many facets of health pertaining to children, including accident prevention, poisoning, drug use and abuse, allergies, environmental hazards, nutrition, diabetes, asthma, infectious diseases, safety, abortion, the handicapped child, sex education, child abuse, day care, and adoption, can be obtained from AAP. Publications are available at cost. Most materials are intended for use by a professional audience but some, such as information sheets placed in physicians' offices, are directed to parents. A list of audiovisual aids including films, filmstrips, records, and cassettes available from a variety of sources can be obtained from the Department of Communications. Some are available for rental or purchase and others on a loan basis. Several, including the first aid chart, are available in Spanish.

Contact: Further information on publications can be obtained by writing to the Department of Publications at the above address; information on audiovisual aids can be obtained from the Department of Communications.

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Name: American Association of Poison Control Centers

Address: c/o Academy of Medicine of Cleveland
Poison Information Center
10525 Carnegie Ave.
Cleveland, Ohio 44106

Telephone: 216-231-3500

Type of Organization: Professional membership organization

Objectives of the Organization: The objectives of the Association are to promote and encourage the development of improved methods for the prevention and treatment of poisoning and to further the exchange of information about such activities among poison information centers and other groups or individuals interested in poison control.

Description of Major Health Education Activities:

Materials

The Association prepares and distributes two sets of visual aids concerning the prevention of accidental poisoning.

The first is a slide talk for adults on the incidence, hazards, preventive measures, and first aid suggestions for poisoning. It includes 44 color slides and an annotated script and can be purchased for $15 or rented for three weeks for $4.50.

The second is a 44-frame color filmstrip which discusses chemical hazards in the home and the prevention of accidental poisonings and is designed for presentation to pupils in grades between three and four. The program also includes a curriculum guide with a script and materials for classroom use. The purchase price for the program is $8.50; quantities of 10 or more are $8 each. The script is also available on cassette tape for $3.50. Additional curriculum guides are 50 cents each if accompanied by an order for the filmstrip.

Contact: Orders for the visual aids and requests for additional information concerning the Association should be sent to the above address.

4 **Name:** American Cancer Society (ACS)

Address: 219 East 42nd St.
New York, N.Y. 10017

Telephone: 212-586-8700

Type of Organization: Non-profit voluntary health agency

Objectives of the Organization: The long-range objective of the American Cancer Society is to eliminate cancer entirely as a disease of mankind. The immediate goal is to save more lives and to diminish suffering from cancer to the fullest extent possible.

Description of Major Health Education Activities:

I. Programs

A. National Office:

Through its health education program, the American Cancer Society stresses prevention, early diagnosis, and prompt treatment. The program, emphasizes three ways by which individuals can help to protect themselves against cancer: (1) adopting preventive habits—avoiding cigarette smoking and overexposure to the sun, (2) having a health check-up regularly no matter how well they feel, (3) learning the importance of cancer's seven warning signs and going to their physician should one occur.

In addition to these three broad program approaches, the Society's public education program emphasizes six cancer sites which have both high incidence and high life-saving potential: the breast, uterus, colon/rectum, lung, mouth, and skin.

Public Education Programs include programs for adults and programs for youth. The adult programs are designed to reach people where they work, through their clubs and organizations, in their homes, and in the neighborhoods where they live. The Youth Program centers on the nation's schools and colleges with primary emphasis placed on reaching teachers and providing them with the most effective educational tools possible for classroom use.

B. State and Local Level Programs:

While the national office establishes health education priorities, the affiliated divisions and units have wide autonomy in the implementation of activities at the local level.

The following are examples of programs undertaken at the state and local levels:

1. Speakers Bureau: Volunteer lay persons and physicians are available to answer questions about the causes of cancer and the preventive measures which can be taken.
2. Outreach Program: ACS staff and volunteers assist local residents who want to learn to monitor their own health behavior.

C. Anti-Smoking Campaign: ACS conducts smoking withdrawal programs for those who want to quit smoking.

D. If an interested group requests a cancer education program, the local ACS units will provide trained volunteers to implement such a program and to serve as resource persons.

II. Materials

ACS produces and distributes a wide variety of materials including films, filmstrips, posters, displays, booklets, and pamphlets. All of the published materials are free; the films are loaned for short periods; and the filmstrips are available on short-term or permanent loan.

An especially wide variety of materials

are available for use in a school setting with special emphasis placed on information concerning smoking.

Contact: Further information concerning local programs or materials is available through the local unit of ACS.

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Name: American Dental Association (ADA)

Address: 211 E. Chicago Ave.
Chicago, Ill. 60611

Telephone: 312-944-6730

Type of Organization: Professional membership organization

Objectives of the Organization: The objectives of the American Dental Association are to encourage the improvement of the health of the public and to promote the art and science of dentistry.

Description of Major Health Education Activities:

I. Programs

A. ADA has produced a dental health education program entitled *Learning About Your Oral Health: A Prevention-Oriented Program* consisting of four comprehensive teaching packets directed at grade levels kindergarten through 3, 4-6, 7-9, and 10-12. Each packet costs $4 and includes behavioral objectives to aid in evaluating the progress of the students, a detailed content outline, overhead transparencies, spirit masters and suggested activities (puzzles, games, projects, demonstrations, etc.). The packets also suggest the use of appropriate pamphlets, films, and other materials which can be obtained from ADA to accompany different sections of the program. In addition, an outline of suggested steps for organizing and implementing this program in a school system has been developed.

B. The Bureau of Dental Health Education, in cooperation with state and local societies, is involved in developing materials and programs for National Children's Dental Health Week held annually the first full week in February. ADA provides posters, radio and television spots, citations and program planning kits with suggestions for a series of newspaper articles, talks on dental health for different age groups, and other materials to local and state Dental Health Week chairmen at no charge. Other materials (calendars, bus cards, billboard posters, etc.) are available for purchase at cost. Many state and local societies develop materials and programs for use in their own areas in addition to those provided by the national office.

II. Training

ADA staff provide program suggestions to principals, administrators, nurses, hygienists, educators, and other who, in turn, train individuals on the local level to conduct classroom activities. ADA encourages those at the state level to organize local workshops, conferences and training sessions. As a part of this effort they have developed a suggested outline for teacher-training workshops at the local level which is designed to be completed in a minimum of three hours. Technical assistance to local projects is provided by local dental societies.

III. Materials

Materials available from ADA cover a variety of dental health topics including plaque control, nutrition, smoking, fluoridation, gum diseases, tooth decay,

estoration, careers in dental health, and others. The following types of materials are available:

A. Printed matter includes pamphlets, posters, booklets, wall plaques, desk signs, and decals. Most printed materials can be obtained from the national office which offers single samples of many materials at no charge and other quantities at cost. Some state and local societies distribute free materials.

B. Audiovisual materials include 16mm films, filmstrips, film cassettes, slide sets, recordings, TV and radio spot announcements, trigger films, badges, and flip charts. Films are available for rental or purchase and some can be obtained on loan for preview by those interested in purchase.

C. Exhibits (up to size 8' by 8') include displays on a variety of dental health topics and are loaned to anyone for free. ADA will ship the exhibit; the recipient is responsible only for the cost of return shipment.

One pamphlet, one filmstrip, and several films are available in Spanish. The filmstrip and films are available for purchase only. In addition, ADA provides a listing of other sources of Spanish language materials on dental health.

Contact: Requests for single samples of materials or further program information should be directed to the Bureau of Dental Health Education. Requests for multiple copies should be sent to the Order Section. Information regarding audiovisual materials is available from the Bureau of Audiovisual Service.

Name: American Diabetes Association, Inc. (ADA)

Address: 1 West 48th St.
New York, N.Y. 10020

Telephone: 212-541-4310

Type of Organization: Non-profit voluntary health organization

Objectives of the Organization: The objectives of the American Diabetes Association are to develop educational methods to give those with diabetes mellitus a better understanding of their condition; to promote among physicians and others the free exchange of knowledge with respect to diabetes mellitus; to improve the standards of treatment of diabetes mellitus; to disseminate accurate information about diabetes mellitus to the general public; to educate the public in the importance of early recognition of diabetes mellitus and of medical supervision of its treatment; and to promote research related to diabetes mellitus.

Description of Major Health Education Activities:

I. National Office
Materials
ADA publishes a wide variety of materials directed at both the diabetic and professionals who treat the diabetic. The following are the major publications available for education of the patient and the general public:

1. *Forecast,* a bimonthly magazine for diabetics and their families, includes articles concerning new scientific developments in the treatment of diabetes and information of interest to diabetics which may not be included in the regular news media. Subscriptions are available at $5 for one year, $9 for two years, and $12 for three years.

2. The Forecast Reprint Series includes approximately 60 reprints of outstanding articles which have appeared in *Forecast*. Reprints cost 15 cents each or two for 25 cents.
3. *Learning About Diabetes*, a programmed course of instruction, provides diabetics with the information they need to know in order to keep the disease under control and to prevent complications. Included is information about the characteristics of the disease, the use of insulin, and food exchange lists. The price is $2 per copy.
4. Other popular publications include *A Cookbook for Diabetes* which contains recipes and menus ($1.50 per copy) and "Meal Planning with Exchange Lists," a booklet which explains how to use food exchanges to vary the diet (25 cents per copy).

II. Affiliates

Affiliates of the national organization are located in all fifty states and engage in a variety of health education programs at the local level. Although each affiliate program is unique, the following are representative activities:

A. Programs

1. The "Parents of Diabetics" program provides detection and education services for children. Members also speak to interested groups concerning how to deal with diabetic children.
2. Speakers Bureau: Many affiliates provide lay and professional speakers with special expertise at the request of interested groups. Speakers address topics such as the detection and care of diabetes, the necessity of proper diet and exercise, the importance of maintaining a good mental outlook toward the disease, and others.
3. Public Education and Detection: Some affiliates publish newsletters or other materials which highlight local activities of interest to persons with diabetes. Workshops, film showings, and temporary screening facilities are provided to aid in diabetes education and detection. These activities are open to the public and are free.
4. Other programs include health fairs, cooking courses, and other teaching programs and conferences concerning the care and treatment of diabetics.

B. Technical Assistance and Training

The staff of many affiliates aid in the establishment of programs for diabetes detection and patient education by providing free technical assistance in the planning and implementation of such programs and by conducting training sessions for other professional and lay persons.

Contact: Information concerning publications can be obtained from the national office as well as from local affiliates. Information concerning health education programming is available through the local affiliates.

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Name: American Dietetic Association (ADA)
Address: 430 North Michigan Ave.
Chicago Ill. 60611
Telephone: 312-822-0330

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Type of Organization: Educational and professional membership organization

Objectives of the Organization: The objectives of the American Dietetic Association are to advance the science of dietetics and nutrition, improve the nutritional well-being of humans, and improve educational standards for dieticians. Emphasis is placed on increasing the visibility of the dietician and nutritionist as the authorities on nutrition for the consuming public.

Description of Major Health Education Activities:

I. Programs

A. National Nutrition Week: The national headquarters of the Association, in cooperation with state and district affiliates, conducts special programs and a public relations campaign emphasing good nutrition for National Nutrition Week held annually the first week in March. The national office selects the theme for the week, issues guidelines, and provides supportive materials to affiliates including placemats, posters, bumper stickers, buttons, press kits, and suggested TV and radio spots. District affiliates may generate their own materials and conduct their own community programs such as food fairs or exhibitions during this week as well as throughout the rest of the year.

B. Speakers Bureaus: Both the national and state organizations provide dieticians to speak to professional or lay groups on nutrition-related topics. Subjects include food-labeling and how it can be used for making wise food purchases, balanced meals, cooking for two for senior citizens, food additives, fad diets, and others.

The national office distributes a list of a National Panel of Experts to allied professional and state organizations who want speakers for conventions or workshops. State and district affiliates establish their own speakers bureaus to provide groups with speakers located in the area, and the national office refers individuals to the state level personnel who can provide them with a local speaker. Services are usually provided on a volunter basis but some speakers may request a stipend.

II. Technical Assistance

Assistance in developing or conducting programs on nutrition-related topics can be obtained through the Association's Coordinator of Nutrition Information who refers individuals to consultants in their areas.

III. Materials

Publications on a wide variety of subjects related to nutrition can be purchased from the Association. The majority of the publications are intended for professional use but some, in the areas of special diets, vegetarianism, weight control, allergy recipes, and others are produced for the public. Materials are also provided concerning nutrition in the community and in health care centers.

Single copies of some pamphlets can be obtained free of charge by sending a self-addressed stamped envelope with the request.

Contact: Requests for consultants or speakers should be directed to the Office of the Coordinator of Nutrition Information at the above address. Orders for publications should be directed to the Publications Department at the above address. Other information is available from the national office or state and local affiliates.

Name: American Foundation for the Blind, Inc (AFB)

Address: 15 West 16th St.
New York, N.Y. 10011

Telephone: 212-924-0420

Type of Organization: Private non-profit voluntary agency

Objective of the Organization: The primary objective of the American Foundation for the Blind is to improve the welfare of blind and deaf-blind persons through the dissemination of information and consultation to local and state agencies serving blind and visually handicapped person.

Description of Major Health Education Activities:

I. Technical Assistance
Through its regional offices in Atlanta, Denver, Chicago, and San Francisco, AFB cooperates with state, local, and regional agencies, institutions, medical societies, service clubs, and individuals in the development and expansion of resources necessary to meet the needs of blind and visually handicapped persons. Regional consultants assist agencies in the areas of administration, community organization, program planning, staff development, and other facets of agency operation. The consultants visit agencies on request or on their own initiative to assist in assessing local services for blind persons. They also work with such agencies to organize recruitment and training programs for volunteers and paraprofessionals and to plan how such personnel can be utilized most effectively.

II. Information and Referral
AFB provides referrals for blind persons and their families, doctors, lawyers, and others to local agencies and institutions which provide direct services or information about the needs of blind persons. Those seeking these services should contact the nearest regional office.

III. Materials
AFB makes materials available for both professional use and public education. Public education pamphlets, flyers, and posters concern subjects such as braille, dog guides, facts about blindness, resources for the blind, rehabilitation, employment, what to do when meeting a blind person, and others. AFB also produces and distributes films, television and radio spot announcements, and other audiovisual materials. Most printed public education materials are available free of charge. Films can be rented or purchased. Pamphlets listing available films and publications, including one on services for the blind written in Spanish, can be obtained free of charge from the Publications Division at the above address.

Contact: Requests for further information should be directed to the nearest regional office or to the national headquarters at the above address.

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Name: American Freedom from Hunger Foundation (AFFHF)

Address: 1100 17th St., N.W.
Suite 701
Washington, D.C. 20036

Telephone: 202-254-3487

Type of Organization: Non-profit public foundation

Objectives of the Organization: The primary objectives of the American Freedom from Hunger Foundation are to arouse public awareness of the problems of hunger and

malnutrition and to encourage the American people to become personally involved in solving these problems.

Description of Major Health Education Activities:

I. Programs

A. Speakers: The Executive Director of AFFHF speaks to youth, adult, church, health, or other groups interested in hunger or population. Topics include a general overview of hunger, problems of starvation, malnutrition, the relationship between hunger and population, what groups can do about the hunger problem, food policies and other related issues. The requesting group is responsible for transportation costs and is requested to pay a $25-$100 honorarium depending on its ability to pay. AFFHF also refers groups to speakers in their areas.

B. Seminars: Freedom from Hunger frequently helps others organize seminars for the public or professionals on the topics of hunger and population. In additon, they sometimes sponsor their own seminars on these topics in the Washington, D.C. area.

II. Technical Assistance

AFFHF provides technical asistance and literature, including a fact sheet and bibliography, to groups who are organizing programs and activities to involve people in hunger issues. There is no charge for this service.

III. Materials

The following four packets containing data and articles are available from AFFHF: *World Hunger Issue Packet* (1974) and *Religious Hunger Packet* (1974), available for $1.50 each, and *Hunger and Development* (1972) and *Population and Development* (1972), available for $2 each. The first two packets listed include bibliographies. Also available are: *Guide to Films About Development:* a collection of film lists concerning ecology, population, and hunger which gives a summary of each film, ordering information, and their costs ($2); *Hunger Action Handbook:* descriptions of suggested activities a group or individual can initiate in their community to increase awareness of the global hunger problems ($3); and "The Right to Eat": a 31-minute film which explores various aspects of the food-hunger problem available for rental.

Contact: Requests for further information and orders for materials should be sent to the above address.

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Name: American Heart Association (AHA)

Address: 7320 Greenville Ave.
Dallas, Tex. 75231

Telephone: 214-750-5300

Type of Organization: Non-profit voluntary health agency

Objective of the Organization: The primary objective of the American Heart Association is the reduction of premature death and disability from cardiovascular diseases including stroke.

Description of Major Health Education Activities:

I. Programs

A. National Office

The national office disseminates information to the public via the national media including radio, television, newspapers, and magazines.

It also produces and distributes materials used by its affiliates and local chapters.

B. Affiliates and Chapters
Although the national office establishes general guidelines and priorities, affiliates and chapters develop thir specific activities and programs based on local needs and resources. The following are examples of activities conducted by local chapters:

1. Diet Counseling: In this program a nutritionist counsels persons who are generally referred to the program by their doctors. Patients are given information on special diets, such as low cholestrol or sodium restricted diets, and recipes which are appropriate for their medical problems. Chapters are frequently involved in secondary school programs which include question-and-answer sessions and films emphasizing the prevention of cardiovascular disease through proper eating habits.
2. Smoking Withdrawal Program: Speakers, films, slides, and written materials are used in educational programs and clinics to encourage and motivate cigarette smokers to quit smoking or to modify their smoking behavior.
3. Stroke Clubs: Clubs are organized in which persons who have had a stroke and their families come together to discuss their mutual problems, share ideas, and provide emotional support to each other.
4. Speakers Bureau: Physicians and other health professionals volunteer their time to speak to groups and conduct question-and-answer sessions about all aspects of cardiovascular disease and stroke.
5. Coronary Rehabilitation Program: Exercise and conditioning programs for persons who have had heart attacks are supported by local chapters.
6. Screening and Modification of Risk Factors Relating to Heart Attack and Stroke: Many community programs have been organized to screen individuals for high blood pressure, lipids, sugar and other factors; detect those at risk; and ensure that they are placed under the appropriate medical supervision. Participants are informed of the hazards of risk factors and the importance of receiving treatment. Special instructions are given and follow-up is provided as necessary.
7. Prevention and Control of Rheumatic Fever: Affiliates and chapters support screening programs in schools and clinics to identify those with strep infection and to bring them under medical care to control the infection before it manifests itself as rheumatic fever. They also assist in the implementation of low-cost penicillin programs for those with rheumatic hearts who require lifelong medication. A strong emphasis is placed on education alerting parents to the symptoms of strep infection and the importance of prompt treatment and encouraging those for whom lifelong medication is necessary to continue the medication.

8. Training:
   a. School Health Program: Schools may receive subsidies to send teachers of the 5th, 6th and 7th grades to training centers (Berkeley Elementary School Model) where they spend two weeks learning to conduct health education programs. The 5th grade program stresses the lung; the 6th grade stresses the heart and circulation; and the 7th grade concentrates on the nervous system. In addition, chapters may subsidize or supply materials necessary to implement the programs in the schools.
   b. Cardiopulmonary Resuscitation (CPR) Training: These programs are conducted by professionals and consist of two phases. The first involves the training of teachers who will in turn train young people to perform mouth-to-mouth resuscitation. The second consists of training physicians, nurses, ambulance and emergency personnel, lifeguards and other approved groups in cardiopulmonary resuscitation techniques. A minimal charge is sometimes made for materials.

II. Materials
Materials, including publications and audiovisuals, are produced by the national office for distribution to affiliates and chapters. In addition, local chapters often produce their own materials as needed in their communities. Films, slides, filmstrips, tapes, diagrams, posters, exhibits, models, books and pamphlets are available. Topics covered include the heart, heart disease, circulation, arteriosclerosis, stroke, high blood pressure, varicose veins, smoking, strep infection, rheumatic heart, mouth-to-mouth resuscitation, rubella, diet, and other heart-related subjects. Most materials are supplied free except for quantity orders for which there may be a charge. Some materials are available in Spanish.

Contact: Materials and further information on programs are available from the Information Service or the Program Director of the local chapter. If there is no chapter in the area, the state affiliate should be contacted.

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Name: American Hospital Association (AHA)

Address: 840 North Lake Shore Drive
Chicago, Ill. 60611

Telephone: 312-645-9400

Type of Organization: Non-profit membership association

Objective of the Organization: The primary objective of the American Hospital Association is to promote the welfare of the public through its leadership and through its assistance to members in the provision of better health care for all people.

Description of Major Health Education Activities:

I. Training
Workshops are conducted to aid hospital personnel and others to develop and implement health education programs and patient education programs in particular. A fee is charged for participation in the workshops.

II. Materials
Two publications are especially relevant to those wishing to implement patient education programs, *Health Education*

in the Hospital available for $2.50 and *Readings in Health Education* available for $4.25. In addition, the AHA Publications Catalog lists all major AHA publications. Requests for these and other publications should be sent to:

Order Fulfillment
American Hospital Association
840 North Lake Shore Drive
Chicago, Ill. 60611

AHA makes available for purchase and rental films and filmstrips which deal with a variety of health care topics some of which may be helpful to those implementing health education programs. Materials in the AHA Film Library are available to members and allied associations only. Topics are divided into the following categories: inservice departmental training, management and supervision, health careers, and health care systems. A film catalog is free and lists all films and filmstrips available from AHA as well as from other sources.

Contact: Further information concerning films, filmstrips, and publications is available from the Order Fulfillment Department; information on training can be obtained from the Division of Education, both at the above address.

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Name: American Institute of Biological Sciences (AIBS)

Address: 1401 Wilson Blvd.
Arlington, Va. 22209

Telephone: 703-527-6776

Type of Organization: Non-profit, scientific professional organization

Objectives of the Organization: The objectives of the American Institute for Biological Sciences are the promotion of biological knowledge and the encouragement of the use of the knowledge in the resolution of societal problems.

Description of Major Health Education Activities:

I. Programs

A. Project Biotech: This is a series of individual skill-oriented modules which teach the fundamental skills of biological laboratory work. It is designed for use in high schools, two or four year colleges and universities, and in government and private research laboratories. The modules can also be used by community groups under the supervision of a trained biologist.
A complete module consists of 2"x2" slides or a film strip, an accompanying audio tape, a student study guide, and a teacher's instruction manual. The price ranges from $25 to $29 for each program. Topic areas include: general laboratory skills, allied health skills, environmental science skills, food and technology skills, and field and museum skills.

B. Visiting Radiation Biologists Program: This program provides experts in the field of radiation biology to address interested groups. A list of speakers and topics of discussion is available from the national office of AIBS. The speakers are paid travel expenses and a small honorarium by the AIBS although sometimes requesting groups are asked to contribute small amounts to defray such expenses. The majority of the requesting groups are educational institutions but speakers are available to address other types of groups and organizations.

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II. Materials

The AIBS publishes and distributes publications concerning biology and science. Examples are *Bioscience*, the monthly journal of the Institute, and *Education Review*, a quarterly publication which provides a medium for the exchange of experiences and new teaching techniques through papers and reports.

The above publications are distributed free to AIBS members. Non-members can purchase them from the national office.

Contact: All requests for information concerning the activities of the Institute should be directed to the national office at the above address.

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Name: American Lung Association (ALA)

Address: 1740 Broadway
New York, N.Y. 10019

Telephone: 212-245-8000

Type of Organization: Non-profit voluntary health agency

Objectives of the Organization: The primary objectives of the American Lung Association are the prevention and control of lung disease.

Description of Major Health Education Activities:

Through the work of the national, state, and local associations, lay and professional volunteers and staff provide leadership and stimulate action to protect the health of individuals and the community. Activities vary in each area according to its particular needs, but all are aimed at preventing and controlling lung disease. The following are examples of such activities:

I. Programs

A. Public Education:
Efforts include activities which: (1) alert the public to the threat of lung disease through the use of pamphlets, films, articles, broadcasts, and speakers, (2) answer inquiries about treatment, rehabilitation, and other services available in the community for patients with lung disease.

B. Smoking Program:
The Association conducts school and community activities designed to persuade young people not to start smoking.

C. Air Pollution:
Through such activities as conferences and the production of publications, ALA attempts to educate the public concerning the problems of air pollution and their solutions.

II. Materials

Educational materials including films, leaflets, and booklets which relate to specific lung diseases as well as to smoking and air pollution are distributed by ALA.

Contact: Further information concerning programs as well as a complete listing of films and publications distributed by ALA can be obtained from the nearest local chapter.

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Name: American Medical Association (AMA)

Address: 535 North Dearborn St.
Chicago, Ill. 60610

Telephone: 312-751-6000

Type of Organization: Professional membership organization

Objective of the Organization: The primary

objective of the health education program of the American Medical Association is to enable individuals to understand the relationship between their health behavior and their health status.

Description of Major Health Education Activities:

I. Programs
AMA seeks, through the use of communications methods such as the telephone, television and radio announcements, letters, and personal contacts, to provide individuals with the information necessary to understand various health alternatives. The following are examples of such programs.

A. Radio and television announcements which convey a variety of health messages to the public are sponsored by AMA. Subjects include hypertension, diabetes, nutrition, physical fitness, environmental pollution, and others and are selected on the basis of the importance of the health problem.

B. National and regional multidisciplinary meetings are sponsored by AMA to promote the coordination of health education efforts.

C. AMA participates in workshops and lectures designed to assist organized efforts to promote health education. These activities are initiated by AMA in conjunction with priorities which they have established or at the request of other organizations. Usually AMA pays the travel expenses of its participants in these activities.

D. The Association acts as a clearinghouse for the numerous requests received for information on health or health-related topics. If AMA determines that it cannot answer the request adequately, they direct it to another more appropriate person or organization.

II. Technical Assistance
Upon request, AMA provides consultants to groups who wish to conduct workshops, and conferences. There is usually no charge for these services.

III. Materials
The Association develops, produces, and distributes extensive materials on a wide variety of health subjects. Over 150 pamphlets are available within the following major topic areas: alcohol; child care; arthritis, cancer, kidney disease, venereal disease, and other chronic and communicable diseases and disorders; doctors and patients; drug dependence; ecology; emergency medicine; fitness and sports; health quackery; mental health; nutrition; safety and first aid; school health education; sex education and birth control; and skin disorders. Posters, exhibits, and special teaching kits are available for several of the subjects. Some pamphlets are available in Spanish.
AMA also publishes over 80 books, several of which cover health education topics. "The American Medical Association Publications List" provides a complete list of materials available as well as prices and ordering instructions.

Contact: Requests for further information concerning AMA's health education programs as well as the list of publications should be directed to the Department of Health Education at the above address.

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Name: American Osteopathic Association (AOA)

Address: 212 East Ohio St.
Chicago, Ill. 60611

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Telephone: 312-944-2713

Type of Organization: Professional membership association

Objectives of the Organization: The objectives of AOA are to promote the public health, encourage scientific research and maintain high standards of medical education in osteopathic colleges.

Description of Major Health Education Activities:

I. Training
Training programs in emergency lifesaving procedures, such as splinting broken extremities and mouth-to-mouth resuscitation, and prenatal classes are given by osteopathic physicians through the state societies.

II. Materials
ACA produces written materials on the topics of venereal disease, poisoning, first aid, immunization, cancer, and nutrition. Single copies are free. Costs vary for multiple copies.

Contact: Local osteopathic colleges, hospitals, or the state society should be sent to the Department of Public Relations at the above address.

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Name: American Podiatry Association (APA)

Address: 20 Chevy Chase Circle, N.W.
Washington, D.C. 20015

Telephone: 202-362-2700

Type of Organization: Professional membership organization

Objectives of the Organization: The objectives of the organization are to improve the quality of foot care in the United States, to attract outstanding persons to the profession, and to increase the understanding of the profession among other health professionals and the general public.

Description of Major Health Education Activities: Because it is a professional group, APA's primary emphasis is on providing direct services to its membership; however, the following resources are available to the general public through the autonomous APA societies in each of the 50 states:

I. Speakers
Many state societies provide speakers who are experts in the field of podiatry to address interested groups.

II. Technical Assistance
APA provides free technical assistance in the implementation of health education activities which deal with podiatry. Each local society provides information concerning those resources available at the local level.

III. Materials
A free list of all films and publications distributed by APA is available on request. Publications include: "Community Podiatry—Challenge for the '70s"; "Memo to Parents Re: Your Child's Foot Health"; and "Foot Care for the Diabetic Patient."

Contact: Further information concerning resources or activities of APA is available through the nearest local society.

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Name: American Public Health Association (APHA)

Address: 1015 18th St., N.W.
Washington, D.C. 20036

Telephone: 202-467-5000

Type of Organization: Professional membership organization

Objective of the Organization: The primary objective of the American Public Health

Association is to protect and promote personal and environmental health.

Description of Major Health Education Activities:

I. Programs

A. Community Health Education Project: This project was initiated to study health education services provided in ambulatory care settings. Activities include the development of guidelines and models for health education programs in such settings, an inventory of health education resources available to local communities, and the provision of technical assistance to selected neighborhood health centers.

B. Health Education for Public Health Workers: This project is designed to assist health workers to assume positive exemplar roles with respect to good health habits. Although the initial emphasis was on smoking and health, the project has been expanded to include preventive measures to reduce cancer, heart, and lung disease.
Project activities include the development of pilot prevention projects, the provision of technical assistance, and the development of materials. Materials include a pamphlet entitled "As a Health Worker, What Kind of Example Do You Set?", posters used to discourage smoking and two trigger films which are used to initiate discussions on the exemplar role.

II. Membership
Many members of APHA are engaged in health education activities as part of their own professional duties and over 2,000 individuals belong to the Public Health Education or School Health sections of the Association. Members analyze current issues which involve health education, develop policy positions based on their knowledge of the field, and select methods by which these positions can be implemented. Information concerning health education issues as well as other health matters is published in the monthly newspaper *The Nation's Health,* in the professional monthly *The American Journal of Public Health,* and in the newsletters of the respective sections.

Contact: Further information concerning APHA's health education programs, publications, and membership can be obtained by contacting the national office at the above address.

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Name: American Red Cross (ARC)

Address: 18th and D Streets, N.W.
Washington, D.C. 20009

Telephone: 202-737-8300

Type of Organization: Private non-profit voluntary health organization.

Objective of the Organization: The primary objective of the community health and safety programs of the American Red Cross is to provide individuals, groups, organizations, and agencies with resource information and specialty training in the areas of health and safety in order to promote prevention efforts, increase knowledge, and improve techniques for the delivery of safety and health care procedures to the general public.

Description of Major Health Education Activities:

I. Programs

A. The First Aid Program includes three levels of extensive training (basic,

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standard, and advanced) and emphasizes the proper emergency treatment of conditions such as profuse bleeding, shock, consumption of poison, and others. Participants are shown how to prepare and apply tourniquets and to give heart massages to victims of heart atacks. The course is given at schools, churches, businesses and industries, community facilities, or other sites, as well as at Red Cross locations throughout the country.

B. The Water and Small Craft Safety Program conducts a variety of training activities designed to reduce the number of accidents which occur in or near water. Topics include safety precautions to be taken when using small water craft and methods to reduce the number of drownings and other water accidents.

C. The Nursing and Health Programs, designed to teach basic home health care and simple nursing skills, include:

1. Red Cross Home Nursing: This course is designed to teach individuals to perform simple nursing skills such as taking temperatures and blood pressures and the treatment of minor injuries. The program is intended for adolescents but can be adapted to other age groups.
2. Modified Course in Home Nursing: This course includes the same subjects as the basic home nursing course but is subject to modification by the local chapter. Trainees are given an opportunity to determine the content of the course based on their particular needs.
3. Mother and Baby Care: This course is designed to help expectant parents prepare for parenthood. Local chapters can modify the course to focus on specific problems which may endanger infants in a particular geographical area.
4. Mother's Aide Course: This course is designed to teach child care to elementary and secondary school students who have baby-sitting responsibilities but can be adapted for others who desire the instruction.

II. Manpower and Training

In addition to training programs for its own personnel, the Red Cross conducts instructor training programs for the staff of local health facilities or other community organizations at no cost except the price of consumable items which are used. The course prepares these persons to conduct first aid or home health care courses at their own facilities. One purpose of these courses is to prepare individuals to assume leadership roles within their communities.

III. Materials

In addition to the course materials, the Red Cross provides other films and pamphlets, some of which can be used for instructional purposes. The most popular publications are the first aid booklets for the basic, standard, and advanced courses which cost $1.95 each and are available in Spanish. The home nursing courses include an accompanying series of films. These films, as well as others, are available on a loan basis from the Red Cross Film Library.

Contact: Further information concerning

Red Cross programs or materials is available through the local chapters.

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Name: American School Health Association (ASHA)

Address: 7263 SR 43
ASHA Building
Kent, Ohio 44240

Telephons: 216-678-1601

Type of Organization: Professional membership organization

Objectives of the Organization: The objectives of ASHA are: to promote comprehensive and constructive school health programs, health services, health instruction, and a healthful environment; to establish guidelines for standards of excellence and competence for professionals who make up the school health team; and to serve as the professional liaison among the disciplines in the field of school health and to cooperate with local, state, and national organizations in behalf of all school health personnel.

Description of Major Health Education Activities:

I. Programs
ASHA sponsors an annual convention at which it conducts several major sessions and smaller workshops on health topics of interest to school health professionals.

II. Publications
The following are examples of ASHA publications which include information about health education programming.

A. *Health Instruction: Suggestions for Teachers* ($2.25) is a curriculum guide for use by school health personnel in developing health education experiences for children, kindergarten through high school.

B. *Teaching About Drugs: A Curriculum Guide K-12* ($4) is a 200-page guide which includes resource papers by authorities in the field.

C. *Mental Health in the Classroom* ($2.25) contains suggestions for creating a healthy school environment and a curriculum guide for teaching about mental health. Behavioral characteristics of nursery school to college age students are listed along with appropriate learning experiences and resource materials.

D. *Growth Patterns and Sex Education: A Suggested Program, K-12* ($2.75) is designed to assist professionals teach human sexuality.

E. *Directory of National Organizations Concerned with School Health* ($3.50) contains data on 120 national organizations including meeting dates, current activities, and staff.

Contact: Further information concerning activities and publications is available from the national office at the above address.

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Name: American Society for Psychoprophylaxis in Obstetrics (ASPO)

Address: Suite 410
1523 L St., N.W.
Washington, D.C. 20005

Telephone: 202-783-7050

Type or Organization: National non-profit membership organization

Objectives of the Organization: The major objectives of ASPO are to promote the development and acceptance of childbirth preparation and to make the Lamaze

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method of childbirth widely available to expectant parents.

Description of Major Health Education Activities:

I. Programs
Childbirth preparation classes are the most important element of ASPO's activities. The series of classes (one 2-hour class per week) lasts six to eight weeks. The participation of the woman's partner is strongly encouraged. Participants learn about pregnancy and the childbirth process from a psychological standpoint. The mother is taught complete relaxation and the proper pattern of breathing to accompany each phase of labor; the partner is taught how to coach the woman through the experience of birth. Classes may be provided as a free service by an organization, group or health facility; otherwise, the fee ranges from $5 to $60 per couple, depending on the area of the country and the individual teacher.

II. Technical Assistance and Training
ASPO can provide direct technical assistance to groups interested in childbirth preparation, but interested persons are encourged to participate in ASPO's Teacher Training Programs for persons interested in instructing expectant parents in the Lamaze method of prepared childbirth. Enrollment is limited to physicians, nurses, and others with a baccalaureate degree in behavioral, social, or health sciences or education and costs $100. Exceptions may be made to these requirements if persons with such training are not available in a particular area.

III. Materials
ASPO's national headquarters makes available for purchase a number of books, pamphlets, reprints, records, and audiovisual aids concerning childbirth preparation. The record set "The Lamaze Experience" includes a basic training program which can be used by teachers of expectant parent classes as well as by expectant parents who are located in areas where no classes are available. The cost of the record set is $15 for ASPO members and $18 for non-members. A film which is highly recommended by ASPO is "The Story of Eric," a color documentary film about a couple's progression through childbirth preparation classes, labor, and delivery of their baby. It is available for purchase ($250) or rental ($35 for 3 days) from Centre Films, Inc., 1103 North El Centro Avenue, Hollywood, California 90038.

Contact: Requests for materials or information about Teacher Training Programs or expectant parent classes should be sent to the local ASPO office if one of the 24 chapters or six affiliates is located in the area. If there is no local office, contact the national headquarters at the above address for materials and the names of local ASPO teachers.

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Name: American Water Works Association (AWWA)

Address: 6666 West Quincy Ave.
Denver, Colo. 80235

Telephone: 303-988-1426

Type of Organization: Non-profit scientific and educational society

Objective of the Organization: The objective of the American Water Works Association is to improve the water supply of those served by the 30,000 water suppliers the organization represents.

Description of Major Health Education Activities:

Materials

"The Story of Water Supply," a booklet widely used by school children, provides a general discussion of the services of the water supplier. The booklets costs eight cents each in quantities to 500 and the minimum order which can be placed is 30 copies.

A visual aids index listing films, slides, and filmstrips is available for $4 from the Publications Order Department at the above address. Suoject areas include conservation, pollution, waste disposal, water shortages, and safety, as well as technical information on water supply and water quality.

Contact: Further information can be obtained from AWWA at the above address.

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Name: Center for Science in the Public Interest (CSPI)

Address: 1779 Church St., N.W.
Washington, D.C. 20036

Telephone: 202-332-6000

Type of Organization: Private public interest and consumer protection organization

Objective of the Organization: The major objective of the Center for Science in the Public Interest is to make science and technology responsive to human needs.

Description of Major Health Education Activities:

I. Program

Speakers Bureau: The staff of CSPI serve as speakers providing information on a variety of health-related issues. If staff members are not available in specific subject areas, CSPI identifies appropriate speakers from other organizations.

II. Technical Assistance and Training

The staff provides technical assistance for activities designed to increase the information available to the public on a variety of health-related subjects and serves as a clearinghouse for such information requests.

CSPI conducts an intern program each summer for college or high school students in which students work on projects and receive stipends either from their schools or from CSPI. Interns engage in activities which range from the preparation of congressional testimony to statistical research on specific environmental hazards. The number of interns and the length of the projects vary each summer.

III. Materials

CSPI publishes a number of pamphlets on subjects such as nutrition, pollution, energy and the oil industry, and the dangers of aerosol cans and certain substances such as asbestos. The most popular publication, *Nutrition Scoreboard: Your Guide to Better Eating*, discusses food and the food industry and rates the nutritional value of approximately 200 foods. It is available for $2.50.

The Center also publishes copies of any testimony they have given before congressional committees.

Contact: Further information concerning intern positions, technical assistance, the speakers bureau, and publications can be obtained by contacting CSPI at the above address.

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Name: Children's Foundation (CF)

Address: 1028 Connecticut Ave., N.W.
Washington, D.C. 20036

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Telephone: 202-296-4451

Type of Organization: Non-profit public interest and advocacy organization

Objective of the Organization: The Children's Foundation seeks to assist low-income families and groups to better utilize the assistance provided by federal food programs.

Description of Major Health Education Activities:

Technical Assistance

The Children's Foundation provides consultants to community groups who wish to organize activities around the following subject areas:

A. The Department of Agriculture's school lunch and breakfast programs, food programs for day care and Head Start, summer feeding programs, and food assistance for children's residential institutions (orphanages, group homes, and others); and

B. The Women, Infants and Children (WIC) Program and the Federal Food Stamp Program.

There is no charge for this technical assistance.

Contact: Further information concerning resources available from the Children's Foundation can be obtained by writing to the above address.

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Name: Community Nutrition Institute (CNI)

Address: 1910 D St., N.W.
Washington, D.C. 20006

Telephone: 202-833-1730

Type of Organization: Private non-profit organization

Objective of the Organization: The primary objective of the Community Nutrition Institute is to combat hunger and malnutrition by providing information and technical assistance concerning food and nutrition policies and programs to state and federal agencies, community groups, and concerned citizens.

Description of Major Health Education Activities:

I. Technical Assistance

CNI has been awarded several government contracts to provide technical assistance to organizations that have received Title VII monies for nutrition programs for the elderly. The technical asistance consists of workshops to develop goals and objectives for these programs and implementation techniques to accomplish these goals and objectives. Specific workshops to assist community groups in the preparation of requests for Title VII monies are also available. These training programs are provided at no cost to the participants.

II. Materials

The organization analyzes legislative and administrative developments of interest to low-income families and consumers generally, and publishes a weekly newsletter to inform individuals or groups of the latest developments in areas such as federal food programs, food prices, food safety, diet, and general health. Single subscriptions to the newsletter are available at a cost of $20 per year. Special group subscription rates are available for $12.50-$14.

Contact: Further information concerning subscriptions to the newsletter and consultation services can be obtained from CNI at the above address.

Name: Consumer Federation of America (CFA)

Address: 1012 14th St., N.W.
Suite 901
Washington, D.C. 20005

Telephone: 202-737-3732

The Consumer Federation of America is composed of national, state, regional, and community organizations dedicated to promoting the rights of consumers through legislation, information, and education. It promotes consumerism at the national level and aids local and state groups to do the same at local and state levels.

Those interested in organizing community groups to work on health or other consumer-related issues can receive assistance in the form of advice by telephone or in some cases direct consultation. There is no charge for these services.

Publications on prescription drug pricing and advertising, energy, and organizing for consumer action are available at nominal costs. Examples of titles of CFA studies are *Prescription Drug Pricing: An Almost Total Absence of Competition* and *Prescription Drug Price Advertising—Bibliography.*

Contact: Materials and assistance in organizing community groups can be obtained by contacting the Office of the Director of the State and Local Organizing Project at the above address.

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Name: Consumers Union (CU)

Address: 256 Washington St.
Mount Vernon, N.Y. 10550

Telephone: 914-664-6400

Type of Organization: Non-profit organization

Objectives of the Organization: The objectives of Consumers Union are to provide consumers with information and counsel on consumer goods and services, to give information and assistance on matters related to the expenditure of the family income, and to initiate and cooperate with individual and group efforts to create and maintain decent living standards.

Description of Major Health Education Activities:

Materials

Consumers Union is best known for its monthly consumer advisory publication, *Consumer Reports,* which contains test reports, product ratings, and buying guidance. A subscription costs $11 a year and includes the annual *December Buying Guide Issue* and a copy of their book *The Medicine Show.* Individual copies of the magazine cost $1, the buying guide $3, and *The Medicine Show* $3.50.

The Medicine Show is a practical guide to everyday health problems and health products, including colds, sore throats, indigestion, acne, dandruff, minor burns and bites, poison ivy, body odor, arthritis, insomnia, drugs and pregnancy, aspirin, cough remedies, and antibiotics. There are also chapters on stocking a medicine cabinet, buying prescription drugs, looking for a family doctor, and choosing a good hospital.

In addition to *The Medicine Show,* Consumers Union has published books on drugs, the environment, insurance, and pollution and a booklet entitled *Health Guide for Travelers.* The costs of CU's books range from $1 to $4.50. Payment must acompany orders and 50 cents per book should be added to cover shipping charges.

Reprints of articles from *Consumer Reports* are available on dental care, high blood pressure, finding a doctor, immunizations, breast cancer, Vitamin E, legal abortions, soft contact lenses,

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drug pricing, poisoning, low blood sugar, venereal disease, alcoholism, health maintenance organizations, and the safety of drinking water. Costs for single copies range from 15 cents to $1; reduced rates are available for quantities of 10 or more.

Contact: A complete listing and order forms for books and reprints is available from the Reader Service Division, 256 Washington Street, Mount Vernon, N.Y. 10550. Orders for books or reprints should be sent to Book Department, Consumers Union, Orangeburg, N.Y. 10962, and magazine orders should be sent to Subscriptions at the same address.

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Name: Epilepsy Foundation of America (EFA)

Address: 1828 L St., N.W.
Washington, D.C. 20036

Telephone: 202-293-2930

Type of Organization: Private non-profit voluntary health organization

Objective of the Organization: The primary objective of the Epilepsy Foundation of America is to assist people with epilepsy to lead as normal lives as possible.

Description of Major Health Education Activities:

I. Programs
The national office of EFA is responsible for the development of health education activities and materials, but local chapters implement these activities through programs such as the following:

A. School Alert Program: This is a structured information packet, half of which is for use by teachers and half for use by school nurses. The packet includes an instruction booklet and supplementary printed materials which provide professionals (teachers and nurses) with information on how to teach lay audiences (students) the symptoms of a seizure, steps to be taken in the event a seizure occurs, and how to deal with the subsequent social problems.

B. Speakers Bureau: Staff members of some chapters are available to address interested groups. If a greater degree of expertise is required than can be provided by the staff, the chapter will arrange for other appropriate individuals to attend and conduct the question and answer sessions.

C. Call-in-Service: This service provides emergency information and referral services through public or private clinics or private physicians.

D. Social Groups: These groups, composed of persons with epilepsy, their parents, and other interested persons, meet periodically to discuss their common problems and suggested solutions.

E. Chapters also provide services such as employment counseling, the distribution of information concerning obtaining life insurance coverage and a driver's license, school placements, and medical referrals.

II. Technical Assistance
Some chapters provide free consultation services for those wishing to implement health education activities concerning epilepsy.

III. Materials
The Foundation produces and distributes a variety of printed materials concerning the problems of epilepsy. Pamphlets are available upon request at little or no cost. A list of films and audio tapes and their prices is also available.

Contact: Further information concerning the Foundation's programs and publications can be obtained through the nearest chapter or from the national office.

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Name: Health Research Group
Address: 2000 P St., N.W., Suite 708
Washington, D.C. 20036
Telephone: 202-872-0320

The Health Research Group is one of six action groups supported by Public Citizen, an organization which is involved in research, education, community organization, litigation and advocacy in the public interest. The Health Research Group concentrates its efforts in the major consumer areas of health care delivery, occupational health and safety, food and drugs, product safety and pesticides. They attempt to influence legislation, make government agencies more responsive to citizens' needs, and make institutions, corporations, government agencies and elected officials more accessible to the people they serve.

Four publications are available as a result of the groups' project activities:

Cancer Prevention and the Delaney Clause, a 28-page booklet dealing with food additives as covered by the Delaney Clause of the Food, Drug and Cosmetic Act (50 cents);

Fighting Noise: A Manual for Worker Action, a 17-page booklet dealing with occupational noise hazards (50 cents);

Medical and Dental X-rays: A Consumer's Guide to Avoiding Unnecessary Radiation Exposure, a 75-page book detailing the hazards of x-rays (50 cents); and

A Guide for Compiling a Consumer's Directory of Doctors, a handbook on how consumers or consumer groups can organize and compile a directory of physicians in their community ($1.00).

Contact: Prepaid orders for publications should be sent to the above address.

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Name: Hogg Foundation for Mental Health
Address: The University of Texas
P.O. Box 7998
University Station
Austin, Tex. 78712
Telephone: 512-477-5041
Type of Organization: Private foundation
Objective of the Organization: The Hogg Foundation for Mental Health is an organization established within the University of Texas to provide resources for mental health programs to the people of Texas.
Description of Major Health Education Activities: The Hogg Foundation supports grants for projects in mental health and provides technical asistance and materials for mental health programs. Grants and consultation are provided only within the State of Texas but educational materials are distributed nationally.

Materials

Publications available from the Hogg Foundation, most of which are outgrowths of projects, cover a broad spectrum of subjects relating to mental health. Topics include juvenile delinquency, emotional disturbance, mental retardation, values, parental guilt, therapy, marriage, aging, alcoholism, education, group and community approaches to mental health, patient care, and others.

Up to five pamphlets can be obtained without charge. Quantities are sold at nominal prices. Special packets of preselected materials are available for

school, church, and other institutional libraries. Upon request, individuals or organizations can also be placed on a mailing list to receive new materials three or four times a year free of charge. The Hogg Foundation Library contains "The Human Condition," a collection of 30 cassette recordings of conversations with authorities on mental health and related topics. The half-hour interviews comprise a radio series which is distributed nationally. Topics reflect a broad interpretation of mental health including criminal rehabilitation, teenage mothers, minority students, community mobilization, alcoholism, schizophrenia, adult education, the status of women, aging, self-actualization, gifted children, and others.
A maximum of two cartridges, containing a total of four programs, can be borrowed from the library for a two-week period.

Contact: Requests for information concerning publications or "The Human Condition" should be directed to the Publications Division at the above address.

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Name: Institute for Sex Education

Address: Suite 805
22 E. Madison St.
Chicago, Ill. 60602

Telephone: 312-263-1288

Type of Organization: Private non-profit health agency

Objectives of the Organization: The objectives of the Institute for Sex Education are: (1) to encourage, facilitate, and promote an appreciation of human sexuality which will aid the development of positive and responsible attitudes toward personal relationships and sexual behavior, (2) to provide professional preparation for educators and other adults in sex education and venereal disease education, (3) to provide community programs for parents and youth in sex education and venereal disease education, (4) to serve as a resource center for venereal disease education, (5) to conduct research concerning human behavior, the results of which will be used to develop more effective programs of sex education and venereal disease education.

Description of Major Health Education Activities:

I. Programs
   A. The Institute conducts programs concerning venereal disease, sex education, and related topics. The language and approach of presentations and the selection of materials for the programs are tailored to the needs of each particular audience. Programs vary in length from one to three hours and can be developed to address all age groups from preschool children to adults.
   B. An information referral service is provided by the Institute to answer questions concerning venereal disease and sex education and to refer individuals to clinics or other appropriate sources. The Institute also serves as a source of information for television, radio, and magazines.
   C. A Speakers Bureau composed of staff members gives sex education and venereal disease education presentations to community groups, parents, and students of all ages.

II. Technical Assistance
Curricula designs and technical assist-

ance in the development of sex education and venereal disease education courses in schools are available from professional consultants on staff. A fee is charged for the consultation services.

III. Training
In-service education programs for teachers, health educators, and other professionals prepare participants to implement sex education and venereal disease education programs. Individuals such as social workers are trained to better communicate with their clients; public health medical personnel are trained in the communication and education aspects of sex and venereal disease; and parents are trained to better convey sex education information to their children. A fee is charged for participation in the training programs.

IV. Materials
The Institute reviews existing sex education and venereal disease education materials and develops and publishes literature in areas where it determines there is a need for new materials.
In addition to materials produced by the Institute, pamphlets, books, and films from other selected sources are also made available. Pamphlets and books are available for purchase and films for rental.

Contact: Requests for materials or more detailed information on the services provided by the Institute should be sent to the above address.

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Name: La Leche League International, Inc. (LLLI)

Address: 9616 Minneapolis Ave.
Franklin Park, Ill. 60131

Telephone: 312-455-7730

Type of Organization: Non-profit voluntary service organization

Objective of the Organization: The primary objective of La Leche League International is to provide information and encouragement, primarily through personal instruction, to mothers who want to nurse their babies.

Description of Major Health Education Activities:

I. Programs
A. Meetings: La Leche League members who have become qualified as leaders conduct monthly meetings at which small groups of mothers discuss breastfeeding and related aspects of bearing and caring for children. A woman living in an area where there is no league group can receive personal help and encouragement from a League representative who will correspond with her. Interested persons should request a list of Area Coordinators from LLLI Headquarters and contact the leader in their area. In some areas where a League group is not feasible, LLLI has established Information Service Centers through which appropriate materials are distributed to mothers.
B. Speakers: LLLI leaders are available to give talks to high school and college students, pre-med students, prenatal classes, doctors' or nurses' groups or anyone else interested in breastfeeding and related fields. Leaders also supply and staff exhibits at health fairs, medical and dental meetings or other places of interest. These activities are done on a volunteer basis.

II. Materials
Pamphlets and books for both public and professional use are available

on prenatal care and childbirth, practical and psychological aspects of breastfeeding, child care and the family, nutrition, and other medical topics. The costs of pamphlets range from those which are free to 50 cents for single copies; discount rates are available for bulk orders. Book prices, including soft and hardcovers, range from $1.75 to $9.95. Some literature is available in Spanish, French, German, Italian and Portuguese as well as on tape or in braille.

The League manual *Womanly Art of Breastfeeding* can be obtained from the International Office. Local groups maintain lending libraries of books and pamphlets on breastfeeding, childbirth and child care.

Contact: For additional information, contact the International Office at the above address or the nearest Area Coordinator. A list of names and addresses of Area Coordinators is available from the International Office.

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Name: Maternity Center Association (MCA)

Address: 48 East 92nd St.
New York, N.Y. 10028

Telephone: 212-369-7300

Type of Organization: Non-profit voluntary health organization

Objective of the Organization: The primary objective of the Maternity Center Association is to assure high quality maternity and infant care to all mothers and babies before, during, and after birth.

Description of Major Health Education Activities:

I. Programs
   A. Classes on pregnancy and childbearing which focus on various aspects of the childbearing cycle, including breathing and relaxation techniques for labor and delivery, are conducted by professional staff of MCA for expectant mothers and fathers and are free of charge. Separate baby care classes are also offered.
   B. MCA participates in health fairs across the country and provides information on pregnancy and childbearing to the communications media.

II. Technical Assistance and Training
   A. MCA assists universities, hospitals, health departments, health agencies, and others interested in establishing nurse-midwifery services or educational programs. On-site consultation expenses are assumed by the recipient agency. Professional staff of MCA also work with groups of students, mothers, and professionals who need information or assistance in the areas of childbearing maternal and infant care, and family life problems.
   B. Workshops on Expectant Parent Education are conducted at MCA three times a year to assist nurses in developing, teaching or improving classes for expectant parents. The programs include the selection of content for parent classes, planning and organizing classes, the use of different teaching methods, the evaluation and use of teaching aids, a film review, evaluation of the teaching process, and breathing and relaxation techniques. A fee is charged for participation in the training programs.

III. Materials
   MCA distributes educational materials including leaflets, books, teaching aids,

and reprints on pregnancy, maternity care, childbearing and parenthood, parent education, and nurse-midwifery. Teaching aids include various charts as well as the "Birth Atlas Slide Series." Most materials are available for purchase. Besides its own materials, MCA has compiled bibliographies and resource lists for information on the subjects of nutrition, drugs, family life education, teenage pregnancy, childbirth, twins, and the development of classes for expectant parents. The Association also has lists of sources of: film catalogs, free films, free literature about maternal and child health, materials available in Spanish and French, and supplemental teaching aids including films, records, and equipment.

Contact: Further information concerning any of MCA's activities can be obtained by contacting the Association at the above address.

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Name: Mental Health Materials Center (MHMC)

Address: 419 Park Avenue South
New York, N.Y. 10016

Telephone: 212-889-5760

Type of Organization: Non-profit resource center for information on mental health education and information programs

Objective of the Organization: The primary objective of the Mental Health Materials Center is to facilitate the effective utilization and dissemination of information concerning health education programs in the field of mental health.

Description of Major Health Education Activities:

I. Programs

A. Mental Health Materials Center Seminars: The Center conducts workshops and seminars for professionals engaged in mental health and family life education activities. The seminars consist of presentations by education specialists followed by discussions and demonstrations of new resources, instruction tools, and a kit of resource materials. The seminars usually last three days and are sometimes given in the evening so that individuals may attend without disrupting their work schedules. Tuition for each seminar is $100.

B. Human Services Education Resource System: This program assists participating agencies in the development of mental health education and information materials by providing the services of a variety of specialists who review and evaluate mental health materials developed by the agency, designing and conducting workshops, and providing a newsletter and bulletins concerning information and education programs. A fee is charged for these services.

II. Publications

The Center publishes a materials guide entitled *Selected Guide to Materials for Mental Health and Family Life Education*. This publication is a comprehensive listing of mental health education and information materials which have been reviewed and evaluated by specialists on the Center staff. Evaluations of the materials are listed beside each publication or film. The publication is revised biannually and costs $35.

Contacts: Requests for further information concerning the resources of the Center should be sent to the above address.

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Name: National Association for Mental Health (NAMH)

Address: 1800 North Kent St.
Arlington, Va. 22209

Telephone: 703-528-6405

Type of Organization: Non-profit voluntary citizens' organization

Objective of the Organization: The objective of the National Association for Mental Health is to combat mental illness and promote mental well-being.

Description of Major Health Education Activities:

I. Programs
Each local chapter or state division of NAMH is responsible for developing and conducting its own health education programs. The following are examples of such programs:

A. Speakers Bureau: This service makes mental health professionals available to community groups for presentations and question and answer sessions on various aspects of mental health. Topics for the discussions are usually identified by the requesting group, which is usually asked to pay the speaker's expenses.

B. NAMH participates in health fairs and general community health activities. Mental health exhibits are used to inform the general public about the Association's goals and how they can improve or maintain their own mental well-being. Literature is distributed and volunteers are available to provide general information about emotional problems and make referrals to appropriate agencies.

II. Materials
The Association produces and distributes educational materials designed to inform the public about mental illness and good mental health practices, professional education and training, mental health careers, volunteers, and aging. A pamphlet entitled "Publications" describes all available materials including scripts for plays; films; teaching aids; those specifically designed for volunteers, clergy, and police officers; and leaflets available in Spanish. Prices vary according to the items requested. Some materials such as NAMH position statements are free.

Contact: Requests for materials and additional information should be made to the nearest local chapter or state division, not the national office.

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Name: National Easter Seal Society for Crippled Children and Adults (ESS)

Address: 2032 W. Ogden Ave.
Chicago, Ill. 60612

Telephone: 312-243-8400

Type of Organization: Private non-profit voluntary health agency

Objective of the Organization: The National Easter Seal Society seeks to meet the problem of crippling through direct care and treatment; research into causes, prevention, and alleviation of handicaps; and education of parents, professional workers, employers, and the public.

Description of Major Health Education Activities:

I. Programs

A. Rehabilitation: The goal of the Easter Seal Society is to improve the quality of life for the disabled and the handicapped; therefore, the major program thrust is direct services in all areas of rehabilitation.

Facilities for rehabilitation are located at affiliate societies and offer the following types of programs: rehabilitation centers; treatment centers; sheltered workshops; residential day camps; physical therapy; occupational therapy; speech therapy; audiological programs; vocational programs; pre-school special education programs; information, referral, and follow-up programs; equipment loan; and a transportation program for purposes of education, vocation or medical care. Such programs involve physical therapy evaluation and training, occupational therapy evaluation and training, psychological testing and counseling, and others. The programs are conducted by appropriate professional personnel such as occupational, speech, and physical therapists. While the services are directed primarily at the handicapped individual, a family-oriented emphasis in rehabilitation programs is growing. Programs vary at each affiliate and it is necessary to check the local chapter to determine which services are available. At many chapters services are paid for on a sliding scale according to the recipient's ability to pay. Others charge no fee unless it can be collected from a third source such as insurance or Medicaid.

B. Camping Programs: The Easter Seal Society owns and operates many resident and day camps and provides a directory of those plus other camps which accommodate individuals with special health needs. They have also developed standards of operation for camps designed to meet the special needs of those individuals who cannot be served in conventional programs.

C. Architectural Barriers: As part of the effort to create a climate of acceptance of disabled persons in the community and to urge communities to provide appropriate resources for the disabled, the Easter Seal Society has been active in promoting the elimination of architectural barriers which decrease the mobility of crippled persons. They have worked to inform builders, legislators, and communities about the special problems and needs of disabled persons. Numerous publications on architectural barrier issues are available from the national office.

II. Materials

In addition to their own publications, the Easter Seal Society has compiled 12 bibliographies of publications and audiovisual materials available from a wide variety of sources. Subject areas cover any crippling conditions which call for rehabilitation services including multiple sclerosis, cerebral palsy, cleft lip and/or palate, stroke, learning disabilities, arthritis, muscular dystrophy, polio, and all other orthopedic conditions and psychological problems, as well as architectural barriers, employment, safety and accident prevention, and recreation and camping. Pamphlets, books, conference reports, reprints of papers, and posters are available. Single copies of some publications and posters are free while others are available for a nominal fee.

Contact: Information on rehabilitation services should be obtained from the local society because services vary among centers. Requests for materials or information on camps should be directed to the national office at the above address.

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Name: National Foundation-March of Dimes (NF-MD)

Address: Box 2000
White Plains, N.Y. 10602

Telephone: 914-428-1700

Type of Organization: Non-profit voluntary health agency

Objectives of the Organization: The primary objective of the National Foundation-March of Dimes is the prevention and treatment of birth defects.

Description of Major Health Education Activities:

I. National Office

A. Operation Stork: A cooperative effort of the NF-MD and the B'nai B'rith Women, this program provides a variety of services to pregnant women and women of child-bearing age. Services of the program include: (1) an outreach program which provides teenagers with information on drugs, venereal disease, smoking, and improper nutrition and their relationships to pregnancy; (2) mobile units which are sent to neighborhoods to publicize local prenatal facilities; (3) classes which are conducted to teach good health habits, menu planning, and childbirth preparation; (4) campaigns to mobilize public opinion in favor of legislative action on behalf of mothers and infants.

B. Project SADDS (Sigmas Attack Drugs and Defects): This is a national program sponsored by the Phi Beta Sigma Fraternity which is designed to reach boys and girls with a combined recreational and educational program. Members of the fraternity direct activities which include self-defense lessons, museum outings, music festivals, and health education including discussions of venereal disease, drugs, malnutrition, and general health habits.

C. Parenting Conferences: The Parent-Teacher Association (PTA) and the NF-MD co-sponsor regional parenting conferences. Medical experts and health professionals are available to provide information on birth defects and prenatal care. Through this effort the NF-MD aids PTA councils in their efforts to encourage schools to include preparation for parenthood education in the school curriculum.

II. Affiliates and Chapters

Although the national office establishes health education priorities, the affiliate chapters are given wide autonomy in the implementation of activities at the local level. The following programs are examples of health education activities which are undertaken by affiliate chapters.

A. Better Infant Birth Program (BIB): Through this program, NF-MD and local women's organizations are attempting to mobilize governmental and public support for expanded perinatal services.

B. Stork Nests: These are shops organized with the asistance of NF-MD to make maternity and infant articles available at ilttle or no cost. Customers must be referred by hospitals or neighborhood health clinics, thus encouraging the use of available prenatal medical care.

C. Youth Programs: Adult and youth volunteers engage in a variety of community projects ranging from individual counseling to volunteer service in "well" baby clinics. Informal rap sessions, films and slides, and youth conferences featuring

guest speakers are some of the educational vehicles used to promote youth health education programs.

III. Materials
NF-MD provides a large selection of publications, audiovisual materials, and exhibits to numerous community outlets including visiting and public health nursing offices, welfare agencies, day care centers, Headstart centers, neighborhood health centers, and classes for unwed teenage mothers. Materials deal with prenatal care and birth defects as well as specific topics such as Rh blood incompatibility, rubella, Cooley's anemia, Tay-Sachs disease, venereal disease, and sickle cell anemia. Single copies of pamphlets are free. Films are available for purchase and/or rental.

Contact: Further information concerning programs is available from the nearest local chapter. A complete listing of materials and other information is available from the Division of Health Information and School Relations at the national office.

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Name: National Kidney Foundation (NKF)

Address: 116 East 27th St.
New York, N.Y. 10016

Telephone: 212-889-2210

Type of Organization: Private non-profit voluntary health agency

Objective of the Organization: The primary objective of the National Kidney Foundation is the control and prevention of kidney disease.

Description of Major Health Education Activities:

I. Programs
Organ Donor Program: In order to encourage the successful use of kidney transplants, interested individuals or groups such as local businesses, church groups, and women's clubs are provided copies of the organ donor kit which lists steps for implementing successful donor programs. The kits include suggestions for TV and radio spots, methods for involving local groups, press releases, suggested coordination mechanisms, and others.

II. Technical Assistance and Training
Local chapters train volunteers as needed. A national workshop is held each year for staff and volunteers. The NKF staff serve as consultants to aid in the coordination of health education activities which relate to kidney disease. There is usually little or no charge for these services.

III. Materials and Equipment
The organization is currently developing a number of films for lay and professional audiences concerning kidney diseases. These films will be available for loan at no cost. NFK provides a variety of pamphlets concerning diseases caused by kidney malfunction, some of which are available in Spanish.

Contact: Persons or groups interested in beginning a donor program or other health education activity concerning kidney problems should contact their local NFK office for further information. A list of available printed materials can be obtained by writing the national office in New York.

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Name: National Retired Teachers Association/American Association of Retired Persons (NRTA/AARP)

Address: 1909 K St., N.W.
Washington, D.C. 20049

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Telephone: 202-872-4700

Type of Organization: Non-profit membership organization

Objective of the Organization: The primary objective of NRTA and AARP is to assist persons age 55 or older to create new patterns of independence, purpose and dignity.

Description of Major Health Education Activities:

I. Programs

A. Vigor in Maturity (VIM): This is a five-session health education program which attempts to identify specific health problems to which older Americans are particularly susceptible as well as to provide a survey of basic health information. The topic areas of the session are: "Safety in Everyday Living," pedestrian, home, and fire safety; "Learning about Chronic Diseases," heart attack, stroke, and cancer; "Foods, Facts, and Frauds," diet nutrition, and health quackery; "Health from Head to Toe," glaucoma, hearing loss, foot problems, and dental health; and "Making Adjustments in Life Patterns," mental health, Medicare, Medicaid, and community services.

Each session lasts two hours and features the use of films, printed materials, and resource persons. Once program dates have been confirmed, the national office of NRTA/AARP provides: step-by-step planning instructions; five scripts, one for each of the sessions; films for the programs; printed materials for participants; and participation cards to be awarded to tose who attend all five VIM sessions.

A 50 cent fee is charged for each participant in the program. An additional $10 fee is charged for groups who wish to conduct the program in their communities but who are not affiliated with NRTA/AARP.

B. Single Issue Programs: The Associations have also developed two additional programs devoted to single health topics, one on arthritis and one on diabetes. Other programs are in the process of being developed. Each program lasts one hour and consists of a script; a film; the name of a resource person in the community approved by the Arthritis Foundation or the American Diabetes Association, whichever is appropriate; and a complete set of instructions. There is no charge for these programs.

Contact: Further information concerning all NRTA/AARP health education programs is available from the Health Education Office at the above address.

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Name: National Safety Council (NSC)

Address: 425 N. Michigan Ave.
Chicago, Ill. 60611

Telephone: 312-527-4800

Type of Organization: Private non-profit membership organization.

Objectives of the Organization: The National Safety Council is dedicated to safety education and the development of accident prevention programs.

Description of Major Health Education Activities:

I. Programs

A. All About Bikes: This is a complete teaching unit for children designed for use by elementary school teachers, community organizations or other

service groups interested in promoting bicycle safety. The unit consists of a Teaching Guide, Student Activity Books (one version for grades one through four, and another for grades five through eight), an artwork packet, and case histories of bicycle incidents. The program is an 8 hour course intended to equip children to make safe and appropriate decisions involving bicycling. The unit costs $42.

B. Defensive Driving Course: The purpose of this program is to teach safe driving skills to enable drivers to prevent accidents in spite of the incorrect actions of others or adverse conditions. A modest fee is charged for the course. Drivers who cannot attend the classroom course can order the Self-Instruction Defensive Driving Course which consists of two tape cassettes, one Response Manual, and one Student Workbook and costs $28.90. Prices are reduced for quantity orders.

C. Safety on the Streets (SOS): Subjects covered in this program include alcohol, automobiles, bicycles, drugs, pedestrian safety, self-defense, street lighting, and child safety. The program includes: the "Safety on the Streets Manual," a publication containing suggestions for the protection of women (26 cents); "Mini-Talks, Safety on the Streets," a compilation of articles to be used for speeches concerning safety on the streets for women ($1.70); the S.O.S. Slide Cassette ($31.25); and a free S.O.S. Program Guide. Prices listed are for single copies; costs are reduced for orders of multiple copies. Requests for further information concerning the program should be sent to the Women's Department at the address listed above.

D. Home Safety Course: This course provides instructions on four aspects of safety in the home (falls, fires, electrical hazards, and poisons) and a home safety test. Included is a slide set and an instructor's guide containing a script for the presentation of each topic. The five slide sets are sold together as the "Home Safety Course" but each set can be purchased separately for $20. Leaflets on each of the four subject areas are also available.

E. Community Home Safety Program: Kits on seven different safety topics include materials for newspaper, radio, and television use; group projects for civic groups, clubs, or other organizations; data sheets and reprints wtih background information on the subject; and sample materials such as posters and leaflets. The topics of the kits are: Home Safety Program, Home/Child Safety, Home/Fire Safety, Safety of the Elderly, Baby Sitter Safety, Poison Prevention Program, and a Falls Prevention Program. Single orders of each kit cost $1.58.

II. Technical Assistance and Training
NSC provides technical assistance concerning the development of safety programs to a variety of groups. Usually there is no charge for this service. The Safety Training Institute of NSC offers courses covering all aspects of safety education. Examples are: "Fundamentals of Occupational Safety" designed to provide students with the knowledge and skills necessary to organize and operate an effective safety

program for any size and type of industry; "Safety Training Methods" which provides instruction on techniques for teaching adults; and "Fundamentals of Hospital Safety" designed to aid students in developing a safety program to cover employees, patients, and visitors in hospitals and health care facilities. The training courses are offered throughout the year in Chicago and a tuition fee is charged.

III. Materials
NSC distributes safety information through films, filmstrips, slide sets, pamphlets, calendars, decals, table cards, magazines, and manuals. The materials cover all areas of safety including: bicycles; eye, ear and face protection; fires; electrical hazards; first aid; poisons; recreation; water safety; traffic; protective equipment; occupational safety; child safety; and others. Materials are available for either rental or purchase. NSC also publishes the "National Directory of Safety Films" which contains other sources of safety films and can be purchased for $3.70.

Contact: Requests for further information concerning NSC programs or materials should be directed to the national office at the above address.

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Name: National Sanitation Foundation (NSF)

Address: 3475 Plymouth Road
Box 1468
Ann Arbor, Mich. 48106

Telephone: 313-769-8010

Type of Organization: National and international non-profit professional environmental organization

Objective of the Organization: The objective of the National Sanitation Foundation is to promote the quest of environmental quality through: (1) development of environmental standards in cooperation with control officials, industry representatives, and users, (2) testing, evaluation, and listing of products, (3) environmental consultation services, (4) research and development in environmental areas emphasing water and wastewater, (5) demonstration projects, (6) environmental education programs, (7) problem-solving via systems techniques.

Description of Major Health Education Activities:

I. Technical Assistance and Training
NSF works with governmental bodies, planning commissions, business asociations, neighborhood groups, and others to provide mechanisms to assist groups set objectives and consider available alternatives in matters involving environmental impacts.
For example, NSF, in cooperation with the Center for Environmental Study (CES) in Grand Rapids, Michigan, initiated an Environmental Quality Demonstration Project in 1969. A Task Force composed of representatives of the general public, business, industry, community groups, and government was established to work with CES and NSF's technical staff to learn about environmental problems in order to identify problems and initiate corrective measures suitable to their community. As a result, NSF has developed environmental models using systems techniques which are transferable to other communities. Models are available on demographics, water quality, air quality, solid waste programs, food inspection control, and other environmental health areas. Health care and environmental health

management agencies utilize NSF's problem solving and computer simulation methodologies to assist in program planning and management. The costs of NSF's consultant services vary with the nature and duration of the work.

II. Materials
Materials available from NSF consist primarily of information on and criteria for environmental standards for industrial and commercial equipment.

Contact: Additional information including a list of publications is available from NSF at the above address.

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Name: National Society for the Prevention of Blindness, Inc. (NSPB)

Address: 79 Madison Ave.
New York, N.Y. 10016

Telephone: 212-684-3505

Type of Organization: Private non-profit voluntary health agency

Objectives of the Organization: The objectives of the National Society for the Prevention of Blindness are: to study and investigate the causes, direct and indirect, of blindness or defective vision; to disseminate, through literature and other means, knowledge about all matters concerning the care, protection and use of the eyes; and to advocate all measures which might lead to the elimination of the causes of blindness.

Description of Major Health Education Activities:

I. Programs
Local affiliate chapters engage in a variety of programs including glaucoma screening; speakers bureaus; information and referral services for blind individuals; an intensive community Sight-Saving Campaign conducted once a year, usually in September; and the Wise Owl Club, an eye safety incentive program for industrial employees.

II. Technical Assistance and Training
The staffs of affiliate chapters provide free guidance concerning the organization and implementation of community eye screening programs, and trained volunteers are provided to perform the vision screening. NSPB also trains members of community groups and staffs of neighborhood health centers to perform vision screening on preschool and school children.

III. Materials
NSPB has developed a wide range of publications, audiovisual aids, and teaching guides. Single copies of publications are free; multiple copies of publications and the audiovisual aids must be purchased.

Contact: Further information concerning programs and materials is available through the local chapter of NSPB.

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Name: Planned Parenthood Federation of America, Inc.

Address: 810 Seventh Ave.
New York, N.Y. 10019

Telephone: 212-541-7800

Type of Organization: Private non-profit voluntary health agency

Objective of the Organization: The major objective of the Planned Parenthood Federation is to aid individuals plan their families and nations plan their growth.

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Description of Major Health Education Activities:

I. Technical Assistance: The national office provides a variety of supportive services to the local affiliates such as assistance in the planning, development, and evaluation of clinic programs; certain training programs, and workshops.

II. Materials

A Periodicals: A series of periodicals dealing with family planning and related issues is available on a subscription basis.

1. *Family Planning Perspectives*—information concerning the most recent family planning developments
2. *Washington Memo*—report of legislative, executive, and judicial developments which take place at the federal level
3. *Family Planning/Population Reporter*—review of state-level policy developments and legislation

Subscription information is available from:

The Alan Guttmacher Institute
The Research and Development
Division of Planned Parenthood
Federation of America, Inc.
515 Madison Ave.
New York, N.Y. 10022

B. Publications: The organization produces a wide range of materials in several categories: patient education, including family planning in general as well as specific birth control methods; materials for professionals working in the field of family planning including several, such as the nursing guides, which suggest methods for teaching patients how to use contraceptives successfully; general materials which discusses family planning and population issues; and films, posters, and novelties.

Information is available on rental or purchase of films, slides, and film strips concerning family planning, population, education for marriage, childbirth, and human reproduction. Those publications and films which are available in Spanish are so indicated in the catalogues. The complete list of materials is included in the following catalogues: "Information on Family Planning" No. 100; "Family Planning for Professionals" No. 105; and "Guide to Films" No. 109. Single copies of the catalogues are available without charge from the national office.

Contact: Requests for further information concerning local programs should be directed to the nearest affiliate; requests for publication lists should be sent to the national office at the above address.

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Name: Scientist's Institute for Public Information (SIPI)

Address: 30 East 68th St.
New York, N.Y. 10017

Telephone: 212-249-3200

Type of Organization: Non-profit science information organization

Objective of the Organization: The objective of the Scientist's Institute for Public Information is to provide the public with the scientific information necessary to make informed policy decisions concerning environmental issues.

Description of Major Health Education Activities:

I. National Office

A. Task Force: Task forces composed of scientists and other experts have been established to gather, analyze and disseminate scientific information. This information assistance is utilized by a variety of groups and individuals in the development of environmental policy positions. SIPI task forces have prepared reports on lead poisoning, mercury pollution, electrical power production and growth, herbicides and pesticides, biomedical research, energy reductions, the economy, and occupational health and safety.

B. Official Testimony: The Institute prepares testimony on specific environmental issues which can be utilized at the city, state, or local level. For exemple, testimony has been prepared concerning the dangers of lead poisoning to children.

C. Speakers Bureau: SIPI provides experts to speak on health-related topics such as environmental pollution, nutrition, pesticides, population growth, resource utilization, and chemical and biological weapons. The expenses of the speakers must be met by the requesting individual or group.

II. Affiliates and Chapters

A. Technical asistance in the form of scientific information is provided to local groups by SIPI staff or members located in the area. There is no cost for this service. Affiliates also have libraries which are open to the public at no cost.

B. Speakers Bureau: Affiliates provide experts in specific fields to address lay audiences. The expenses of the speaker are usually paid by the requesting group or agency.

III. Materials and Equipment

SIPI publishes a series of environmental workbooks for use by students and lay citizens interested in environmental problems. These are available at a cost of $5 for the series of eight or $1 for a single copy. The titles of the workboks are as follows: "Air Pollution," "Environmental Cost of Electrical Power," "Environmental Education 1970," "Environmental Effects of Weapon Technology," "Hunger," "Nuclear Explosives in Peacetime," "Pesticides," and "Water Pollution."

SIPI also publishes a monthly magazine entitled *Environment* which is available for $10 per year. The Institute maintains a library with an extensive selection of publications concerning environmental issues. It is open to the public at no charge.

Contact: Further information on the activities of the Scientist's Institute for Public Information can be obtained by contacting the organization at the above address.

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Name: Sex Information and Education Council of the United States (SIECUS)

Address: 1855 Broadway
New York, N.Y. 10023

Telephone: 212-581-7480

Type of Organization: National non-profit voluntary health agency

Objective of the Organization: The primary objective of the Sex Information and Education Council is to assist schools, colleges, professional groups, individuals, churches, and others develop sex education programs.

40 **Description of Major Health Education Activities:**

I. Technical Assistance and Training
SIECUS provides consultation services and training to local community groups which are initiating or improving sex education programs. Consultation fees are paid by the organization which requests the services. Seminars are given at medical schools and universities in order to aid professionals in dealing with the problems of human sexuality education. SIECUS refers groups or individuals interested in training nonprofessional audiences to other organizations with the appropriate resources to provide such training.

II. Materials

A. SIECUS Report: This bi-monthly resource publication contains book reviews, audiovisual and other curricular materials, and feature articles of current interest in the fields of sexuality and sex education. Special features include bibliographies and resource lists. A one year subscription is $7; individual issues and back isues are $1.50 per copy wtih discount rates for quantities of more than 10.

B. Books: Several books on sexuality, sex education, and family life education are available from SIECUS. *Family Life and Sex Education: Curriculum and Instruction* provides background materials and curriculum guidance for the development of a sex education program for kindergarten through high school. The book includes course outlines and sample teaching materials and costs $5.25. *Teacher's Question and Answer Book on Sex Education* discusses teaching methods and materials, curriculum content, teacher attitudes, and other topics and is available for $1.75.

C. SIECUS Study Guides: These are overviews of selected topics including sex education, homosexuality, masturbation, sexual life in later years, teenage pregnancy, premarital sexual standards, concerns of parents about sex education, and others. Each Study Guide contains a bibliography of topic-related material. Single copies are available for 50 cents each; quantities are available at reduced rates.

D. Special Discount Packets: Reprints have been combined in subject packets with related Study Guides and other materials. Packets I, "The Parent as Sex Educator," and II, "Concepts of Sexuality," are primarily for parents and other members of the nonprofessional public while Packets III through VIII, which include the topics of sexual attitudes, values, and behaviors; sex education in a school setting; sex education for the handicapped; and others are primarily for professionals. Packet costs range from $3 to $10.20.

E. Other Publications: The following are samples of other publications available from SIECUS:
A Resource Guide in Sex Education for the Mentally Retarded ($2);
Film Resources for Sex Education ($2);
Sexuality in the Black Community: A Bibliography ($1.50); and
Human Sexuality: Spanish Language Resources (No charge).
"SIECUS Publications Catalog" which lists and briefly describes all materials available from SIECUS is

available free of charge.

Contact: Requests for further information or materials should be sent to the SIECUS Publications Office at the above address.

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Name: Society for Nutrition Education (SNE)

Address: 2140 Shattuck Ave.
Suite 1110
Berkeley, Calif. 94704

Telephone: 415-548-1363

Type of Organization: Professional membership organization

Objective of the Organization: The primary objective of the Society for Nutrition Education is to promote good nutrition for all by making nutrition education more effective.

Description of Major Health Education Activities:

I. Technical Assistance
Special contracts are arranged with experts in the field of nutrition to provide consultation to interested groups and individuals. Consultation services include evaluation as well as the complete preparation of printed or audiovisual education materials. Fees for these services depend on the amount and type of services provided.

II. Materials

A. National Nutrition Education Clearing House (NNECH): NNECH was established by SNE to serve as a collection, evaluative, and cataloging facility for published nutrition education materials and other information relevant to effective nutrition education. Subject matter categories include additives, consumer education, dental health, educational methods, food and health misinformation, food stamps, heart disease and nutrition, pregnancy and nutrition, special diets, nutrition for different age groups, teaching materials, weight control, and many others.

1. Library Facilities: SNE members and nutrition students in the San Francisco area can use NNECH for research. Those outside the area can obtain materials on loan or have non-copyrighted materials duplicated for a $1 basic charge per item plus 25 cents per page. This service is available only for members or nutrition students.
2. Retrieval Services: Specific subject categories can be researched and resume sheets on the topic prepared for $10 per hour. This service is available to members and non-members.
3. Selective Evaluative Bibliographies: Bibliographies with evaluative annotations on nutrition-related topics will be prepared by a professional nutritionist at the rate of $9 per entry. Limited bibliographies listing title, author, source, and date cost $5 per entry. Descriptive bibliographies, which contain the information in a limited bibliography plus descriptive terms of content, cost $7 per entry. This service is available to members and non-members.

B. Publications

1. *Journal of Nutrition Education:* This publication is designed for those who are interpreters of nutritional sciences and motivators for the development of good nutritional practices. The Journal incorporates research articles,

critiques, reviews, and features relating to nutrition education. Subscription rates for non-members are $10 per year for individuals and $14 per year for libraries, institutions, and companies.

2. Nutrition Education Resource Series: Reference lists on varying subjects such as aging and nutrition, basic nutrition facts, pregnancy and nutrition, vegetarians and vegetarian diets weight control, and obesity are available at a reduced price for Society for Nutrition Education members.

Contact: For further information concerning SNE or the Clearing House facilities, write to the Executive Director at the above address.

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Name: Society for Public Health Education, Inc. (SOPHE)

Address: 655 Sutter St.
San Francisco, Calif. 94102

Telephone: 415-673-7266

Type of Organization: Professional membership organization

Objectives of the Organization: The primary objectives of the Society for Public Health Education are to promote, encourage, and contribute to the advancement of the health of all people by encouraging study, improving practices, and elevating standards in the field of public health education.

Description of Major Health Education Activities:

I. Technical Assistance
Health Education Consultation Service: Members of SOPHE with expertise in the administration of health education activities provide technical assistance to a variety of community health education programs. The length and type of assistance provided depend on the nature of the request. The fee for the consultation service depends on the scope of the work to be done and the delivery of talent which must be utilized. The basic fee for 1974 was $150 per day plus expenses. The fee may be waived if it is determined that the requesting agency or group has severely limited funds and is fulfilling a community need which is not otherwise met.

II. Materials
The official publication of the organization, *Health Education Monographs*, is available on a subscription basis. Recent issues have included such titles as: "Reviews of Research and Studies Related to Delay in Seeking Diagnosis of Cancer," "Patient Education," "Symposium on Dental Health Behavior," and "The Health Belief Model and Personal Behavior." The subscription rate is $10 for four issues. Individual issues are $3 each and may be ordered directly from:

Charles B. Slack, Inc.
6900 Grove Road
Thorofare, N.J. 08086

III. Membership
Individuals involved in the implementation of public health education programs may wish to join the organization in order to recive the Newsletter and the Monograph series and to participate in other membership activities related to recent developments in health education.

Contact: Further information on requirements for consultation services, the monograph

series, and membership can be obtained from the national office at the above address.

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Name: SOURCE, Inc.

Address: P.O. Box 21066
Washington, D.C. 20009

Telephone: 202-387-1145

Source, Inc., is a collective of six people who do research and publish materials for community organizers. Their most recent catalog entitled *Source III: Organizing for Health Care* provides a working tool for those seeking to improve the quality and availability of health care. Its objective is to provide an overview of the economic and political forces behind the problems inherent in the present health care delivery system. The 256-page book describes models of groups who have organized around issues such as patients' rights, women's health, nutrition, community control of clinics, drugs, alcoholism, environmental health, hospital working conditions, occupational safety and health, prescription drug pricing, training and distribution of personnel, and others. Special needs of the deaf, blind, retarded, elderly, handicapped, prisoners, and persons in developing countries are covered. The catalog also includes an annotated resource list of films, tapes, periodicals, pamphlets, and books which are useful to organizers. The book costs $5.95 and can be ordered from Source at the above address.

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Name: United Cerebral Palsy Association, Inc. (UCP)

Address: 66 E. 34th St.
New York, N.Y. 10016

Telephone: 212-889-6655

Type of Organization: Private non-profit voluntary health agency

Objectives of the Organization: The objectives of the United Cerebral Palsy Association are to promote the treatment, education, and habilitation of persons with cerebral palsy; to subsidize professional training programs which deal with cerebral palsy problems; and to increase public knowledge of all aspects of the condition.

Description of Major Health Education Activities:

I. National Office
   A. Project Prevention: This program informs women about the elements of good prenatal care and the maternal and child care services available in their respective communities.
   B. UCP provides consultants to groups initiating health education activities. Costs are sometimes met by UCP and sometimes by the requesting agency or group depending upon the financial situation of the requesting agency.

II. Affiliates and Chapters
   A. Speakers Bureau: Affiliate chapters of the Association seek through a variety of means to inform the public about the causes of cerebral palsy, its effects, and the apropriate services available. Speakers are qualified health professionals who generally address groups of lay individuals.
   B. Habilitation: An advocacy program continuing from birth through death is carried out for persons with cerebral palsy by UCP affiliates. The program attempts to met needs in the

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areas of diagnosis, counseling, vocational habilitation, physical therapy, housing, transportation, and education. Affiliates sponsor such life-enrichment programs as painting, sculpture, and a variety of craft activities. Also included are social events such as bowling, summer camps, horseback riding, social and recreational clubs for teenagers and adults, and stamp collecting and chess clubs. Individual affiliate activities depend on the needs of their particular target group.

III. Materials

The Association publishes and distributes a number of publications aimed at reducing the incidence of cerebral palsy through health education, well baby care, nutrition, and early identification of the condition. Films, slides, and cassettes are available. Some materials are free.

Contact: Further information concerning the Association's activities and a comprehensive listing of materials and their costs can be obtained from the nearest affiliate of UCP.

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